

Final insights from a houseboat

Team Scan Display SA recently spent time on a houseboat on the Rhine river during the 2017 EuroShop global retail trade fair in Düsseldorf, Germany.

Scan Display MD Justin Hawes, himself spoke of trends such as softer lighting and masses of fabric printed in extremely large format with lack of seams at the stands; fabric prints of 5m wide to any length with high-resolution printing:

The team also spoke to Rajnikant Kedia from Insta, who shared how they've shared different possibilities in different locations with clients while at the trade fair, with emphasis on cultural fit:

[Click through](#) to our 'Scan Display at EuroShop' special section for more, and be sure to follow the Euroshop17 [hashtag](#)!

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